The Influence of Service Quality, Group References And Facilities On School Selecting Decision

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ABSTRACT: *The purpose of this study is to determine the significance of the effect of service quality, reference groups and facilities on decision making. The study is conducted by survey, the number of samples in this study are 125 respondents. The research method used in this study is descriptive analysis method. Data analysis techniques used are correlation analysis techniques and multiple linear regression analysis techniques. Correlation analysis techniques to determine the relationship between variables, while multiple linear regression analysis techniques to determine how much influence the independent variable has on the dependent variable. The software used to process and analyze data from this study is SPSS version 24.0. The results show that the variable conditions of service quality, group reference and facilities, have an impact on selecting decision in either category, as well as the simultaneous influence, that is, what if the decision to choose is affected by the service quality, reference groups and facilities simultaneously or simultaneously*

KEYWORDS: *Service Quality, Group Reference, Facilities, Selecting Decision*

I. INTRODUCTION

The current condition is the opportunity for students to register in private high school/vocational/MA in Tangerang is 7.05%. It is the phenomenon that makes competition in each school increasingly fierce and leads to fierce competition in fighting over the "niche" of students whose numbers are increasingly limited. This increasingly strong competition will actually not be a big problem for senior high schools that are in fact state-owned or public schools. Public schools are not troubled by the obligation to promote to attract students. Students will come alone on the date specified at the beginning of each school year. This is certainly in contrast to private high schools. Throughout the year, private high schools strive to continue to capture and maintain the number of students.

There was a decrease in the number of students in the 2017/2018 school year by 3.68%, this was also reinforced by the decrease in the number of purchase forms in the 2017/2018 school year by 15.06%. The large number of SMKs in the city of Tangerang can be ascertained that parents and prospective students can easily choose a school that suits their desires. Therefore school management must make attractive offers in order to remain the choice of parents and prospective students, of course accompanied by maximum marketing. But on the other hand the school must also provide good service so as to give satisfaction to students.

According to Gyamfi (2016) programs and processes are the main factors influencing student selection of schools, Patel (2012), facilities, reference groups, programs, "brand image", and location are the influencing factors. On the other hand, programs, environment, distance, lecturer competencies, accreditation, facilities, student-staff relations, and flexible lecture schedules are factors that influence students in choosing education (Fosu and Poku, 2014). Butt (2010) suggested that teacher expertise, programs, environment and facilities are factors that influence student satisfaction.

II. LITERATURE REVIEW

Service Quality, Parasuraman in Khan (2010), put forward 5 dimensions in determining service quality, which are as follows:

1)   *Reliability*, the ability to provide services in accordance with the promises offered.

2) *Responsiveness*, the response or alertness of employees in helping customers and providing fast and responsive services, which include: the readiness of employees in serving customers, the speed of employees in dealing with transactions, and handling customer complaints.

3) *Assurance*, including the ability of employees to appropriately know product, the quality of hospitality, attention and courtesy in providing services, skills in providing information, skills in providing security in utilizing the services offered, and the ability to instill customer trust in the company. This certainty or guarantee dimension is a combination of dimensions:

4) *Emphaty,* individual attention given by the company to customers such as the ease of contacting the company, the ability of employees to communicate with customers, and the company's efforts to understand the wants and needs of its customers. This empathy dimension is a combination of three dimensions, which are as follows:
   a. *Access*, including the ease of utilizing the services offered by the company.
   b. *Communication*, the ability to communicate to convey information to customers or how to obtain input from customers.
   c. *Understanding the customer*, includes the company's efforts to find out and understand customer needs and desires.

5) *Tangibles*, including the appearance of physical facilities such as buildings and rooms, the availability of parking lots, cleanliness, neatness and comfort of the room, the completeness of communication equipment, and the appearance of employees.

Group reference. Suwarman (2014), group reference is an individual or group of people who influence a person's behavior. Group reference have several types, namely:

1) *Formal and informal groups*, formal groups are groups that have a written organizational structure and membership is officially registered, while informal groups are groups that do not have a written organizational structure and membership is not officially registered.

2). *Primary and secondary groups*, primary groups are groups with limited membership, interaction between members face to face, and have emotional ties between members. Meanwhile, the secondary group has a bond that is more loose than the primary group, and has little influence on other members.

3). *Aspiration and dissociation groups*, aspiration groups are groups that show a desire to follow the norms, values, and behavior of others who are used as a reference group, and the members do not have to be members of the reference group. While the dissociation group is a person or group that tries to avoid associations with the reference group.

Students in the decision to select a school will get advice from the closest people, parents. Apart from parents, sometimes the information that comes from friends or alumni from the school in question will also affect his decision.

Facilities. According to Tjiptono (2012) the design and layout of service facilities is closely related to the formation of customer perception. A number of types of services, perceptions formed from interactions between customers and facilities affect the quality of the service in the eyes of customers. The factors that significantly influence the design of service facilities are as follows:

1) The nature and objectives of the organization The nature of a service often determines various design requirements. For example school designs need to consider adequate classrooms, representative equipment rooms, spaces that are comfortable for learning and clean. Good facility design can provide several benefits, including easily recognizable companies and interior design can be characteristic or a clue about the nature of the services therein

2) Availability of land and the need for space or place. Every service company needs a physical location to establish its service facilities. In determining the physical location, several factors are needed, namely financial capability, government regulations relating to land ownership and land acquisition, and others.

3) Design flexibility is very much needed if the demand volume often fluctuates and if service specifications develop quickly, so the financial risk is relatively large. Both of these conditions cause service facilities to be adaptable to the possibility of future developments.

4) Aesthetic factors service facilities that are neatly arranged, attractive will be able to increase customer positive attitudes towards a service, in addition to the aspects of employees towards work and work

motivation also increases. The aspects that need to be arranged include various aspects. For example the height of building ceilings, the location of windows and doors, the shape of the door is diverse, and interior decoration.

5) The community and the environment around the community (especially social and environmental issues) and the environment around service facilities play an important role and have a major impact on schools. If the school does not consider this factor, then the survival of the school can be threatened.

6) Construction and operating costs, both types of costs are influenced by the design of the facility. Construction costs are influenced by the number and type of buildings used. Operating costs are influenced by the room's energy requirements, which are related to temperature changes.

Effect of Facilities on Interest in referencing Tjiptono (2006) with good facilities, it can form a perception in the eyes of customers. In a number of service types, the perception that is formed from the interaction between the customer and the facility affects the quality of the service in the customer's eyes.

Purchase decision. Step in the purchasing decision process consumer behavior will determine the decision making process in their purchases. The decision making process is an approach to problem solving which consists of five stages, as follows: (Kotler and Keller, 2012)

1) *Identification of problems* The buying process starts when the buyer recognizes a problem or need. These needs can be triggered by internal and external stimuli.

2) *Search for information* of consumers who are intrigued by their needs will be encouraged to find more information about the product or service that they need. Information seeking can be active or passive. Active information can be in the form of visits to several product sales points. For comparison of prices and quality of products or services. While the search for passive information, by reading an advertiser in a magazine or newspaper and even the internet without having a specific purpose in his estimation of the description of the desired product or service.

3) *Evaluation of alternatives* There are several processes for evaluating consumer decisions, and the latest models view consumer evaluation processes as cognitive-oriented processes. That is, the model assumes consumers form judgments about products or services primarily consciously and rationally.

4) *The purchase decision*, the decision to buy here is a real purchasing process. So, after the advance stages are carried out, the consumer must make a decision whether to buy or not. If consumers decide to buy, consumers will find a series of decisions that must be taken regarding the type of product or service, brand, seller, quantity, time of purchase, and how to pay.

5) *Post Purchase Behavior*. After purchasing a product, consumers will experience a level of satisfaction or dissatisfaction. The job of the marketer does not end when the product is purchased, but it continues into the post-purchase period, post-purchase action, and post-purchase product use.

III.   RESEARCH MODEL

The research design used by the author in this research is conclusive research, and the types are multiple cross – sectional descriptive research and causal research. The data collection method used in this research is the quantitative research method using survey as the method, by conducting structured interview with respondents by using questionnaire designed to obtain specific information. The statement expressed in the questionnaire is created by using 1-5 scale (Likert scale which is developed) to obtain the data that the nature is interval and will be given a score or value (1 strongly disagree, 2 disagree, 3 Neutral, 4 agree, strongly agree).
The variables used in this study are two, there ara the dependent variable (location, price and service quality) and the independent variable (purchase decision).

In this study use the observation method, which is a primary data collection method that requires communication between researchers and respondents.. The number of research samples is calculated using the Slovin formula, the number of the population studied is 183 people, the minimum sample to be examined using the specified margin of error is 5% or 0,05 can be calculated as follows:

$n = N / (1 + (N \times e^2))$

So that: $n = 183 / (1 + (183 \times 0,05^2))$

$n = 183 / (1 + (183 \times 0,0025))$

$n = 183 / (1 + 0,4575)$

n = 400 / 1.4575
n = 125,5
From the results of the calculation, the number of samples taken 100 respondents to avoid invalid samples.

The classic assumption test is a test of the data that has been obtained from the distribution of questionnaires. This test is used to determine whether the data obtained from respondents has represented the actual conditions in the field and is worth testing. In this study the classic assumptions used are the Normality Test, Multicollinearity Test and Hetroscodasticity Test.

In this study, multiple regression analysis acts as a statistical technique used to examine whether there is an influence of service quality, product quality on purchase decision. Regression analysis uses the multiple regression equation formula as quoted in (Sugiyono 2010), as follows:

$Y = \alpha + b\_1 X\_1 + b\_2 X\_2 + e$ ……………………………… (4)

Where :

Y = Selecting Decision (dependent variable)

X1 = Service Quality (independent variable)

X2 = Group Refererence (Independent variable / free)

X3 = Facilities (Independent variable / free)

Hypothesis Test, in this study hypothesis test use are F-Test (Simultaneous Test), T-Test (Partial Test), Dimension Correlation Analysis (R), R2 Test (Coefficient of Determination) and Interdimensional Correlation Analysis.

IV.   RESULT AND ANALYSYS

1)   Classical Assumption Test

Normality Test, it is used to determine whether the data obtained from research activities has a normal distribution (distribution) or not. If normal, the test performed is parametric statistics.
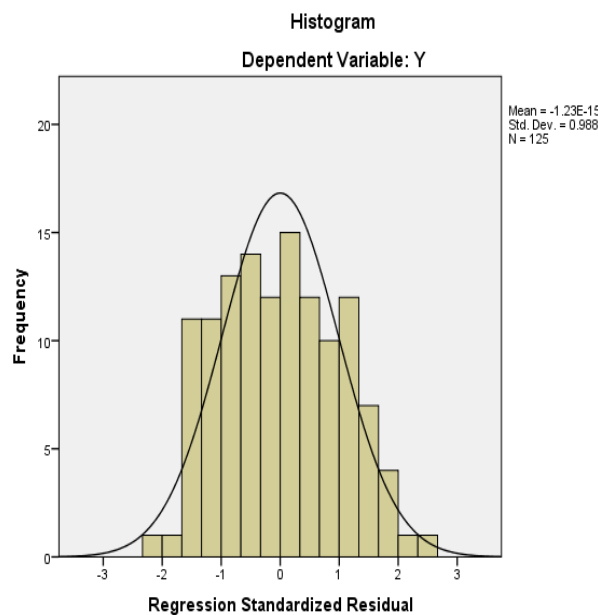

Histogram

Dependent Variable: Y

Mean = -1.23E-15
Std. Dev. = 0.988
N = 125

FIG. 1. NORMALITY TEST RESULT

Based on Fig. 1 the graph above, it can be seen that the histogram graph shows a normal distribution pattern or the line on the graph is in the middle, not deviating to the right or left. Then it can be concluded that the residual regression equation model is normally distributed or meets the normality assumption.

Multicollinearity Test, This multicollinity test there are 4 independent variables tested namely service quality, group reference, Facilities and selecting decisions.

TABLE 1. MULTICOLLINEARITY TEST RESULT

VARIABEL	Collinearity Statistics	
	Tolerance	VIF
Kualitas_Pelayanan	0.264	3.783
Kelompok_Referensi	0.300	3.329
Fasilitas	0.315	3.173

a. Dependent Variable: Keputusan_Memilih

Based on Table 1 above it can be seen that the tolerance value of the independent variables has a tolerance value of more than 0.10 and the VIF value of all the independent variables is less than 10. Then it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroskedasisity Test, it explains whether this research occurs heteroscedasticity or not one of them by seeing the diagram in Fig. 2.
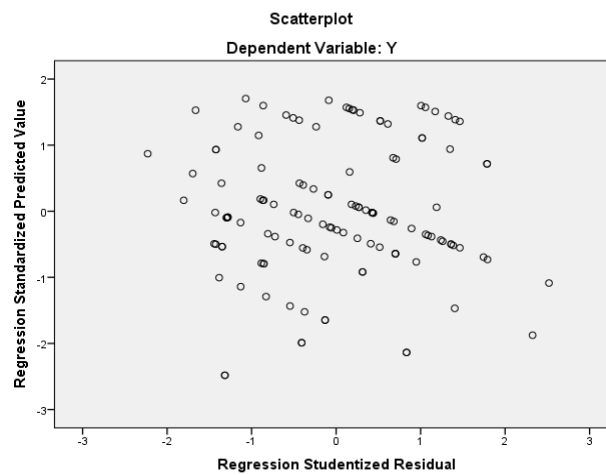

FIG. 2. HETEROSKEDASISITY TEST RESULT

Based on Fig. 2 above, the results of heteroscedasticity test show that the points on the scatter plot do not form a specific pattern, and spread above and below the zero Y axis, so it is concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to be used to predict the Decision of Choosing based on input of the independent variable Service Quality, Reference Group and Facilities.

2) **Multiple Linear Regression Analysis Test**

The influence of service quality, group reference and facilities together on selecting decisions can be seen in the following table:

TABLE 2. MULTIPLE REGRESSION TEST RESULT

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.660	.684		2.427	.017
Kualitas_Pelayanan	.224	.030	.599	7.386	.000
Kelompok_Referensi	.130	.052	.191	2.512	.013
Fasilitas	.184	.092	.149	2.003	.047

a.Dependent Variable : Keputusan_Memilih

Thus the regression line equation obtained is:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$

$Y = 1{,}660 + 0{,}224 (X_1) + 0{,}130 (X_2) + 0{,}184 (X_3)$

From this equation can be explained:

a) Constant = 1,660 states that all variables X1, X2, and X3 are 0 (Zero), then the value of Variable Y (select decision) will be negative equal to constant = 1,660.

b) The coefficient b1 X1 = 0.224 states that if other independent variables have a fixed value and the service quality variable (X1) has increased 1%, then the select decision variable (Y) will increase 0.224. The positive value coefficient means that there is a positive relationship between the select decision variable (Y) and the service quality variable (X1), the higher the value of the service quaality variable, the more the school select decision will increase.

c) The coefficient b1 X2 = 0.130 states that if other independent variables have a fixed value and the group reference variable (X2) has increased 1%, then the select decision variable (Y) will increase 0.130. The positive value coefficient means that there is a positive relationship between the select decision variable (Y) and the group reference variable (X2), the higher the value of the variable group reference will increase the school select decision.

d) The coefficient b1 X3 = 0.184 states that if other independent variables are of fixed value and the facilities (X3) has increased by 1%, then the selecting decision variable (Y) will increase by 0.184. The positive value coefficient means that there is a positive relationship between the selecting decision variable (Y) and the facilities variable (X3), the higher the value of the facilities variable, the more the school select decision.

3) R2 Test (Determination Coefficient)

The coefficient of determination shows the number of percentage of the regression model to be able to explain the dependent variable. The limit value of R2 is $0 \geq R2 \leq 1$ so if R2 equals 0 (zero) means that the dependent variable is not explained by the independent variable simultaneously, whereas if the value of R2 is 1, it means that the independent variable can explain the independent variable simultaneously.

TABLE 3. DETERMINATION COEFFICIENT (R^2) RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889[a]	.790	.785	1.09214

a. Predictors: (Constant), Kualitas_Pelayanan, Kelompok_Referensi,Fasilitas

b. Dependent Variable: Keputusan_Memilih

Based on Table 3 Determination Coefficient Results (R^2) show the influence of service quality, group reference and facilities affect selecting decisions. From the results of the analysis of the coefficient of determination, the value obtained is an R^2 of 0.790 if presented at 79%. This shows that the independent variable consisting of service quality, group reference and facilities explains that the independent variable has influenced the dependent variable, namely the selecting decision of 79%. The coefficient of determination also shows the magnitude of the contribution of service quality, group reference and facilities explains by 79% to the selecting decision. While 21% is influenced by other variables outside the model.

4) Hypothesis Test
a) T test (Partial Test)

T statistic testing aims to see how far the influence of one independent variable on the dependent variable by assuming the other variables are constant. So this t statistic test is used to find out whether there is a partial effect between service quality, group reference and facilities on selecting decisions. In this test, if t arithmetic > t table or significance of t arithmetic (p-value) < α, then this means there is a statistically significant effect between the independent variables on the dependent variable. To determine whether an hypothesis is accepted or rejected, a significant test is carried out on decision making:

1. Service Quality (X1) Influences the Selecting Decision (Y)

H0: Service Quality has no effect on school select decisions

H1: Service Quality influences on school select decisions

In Table 2, column Sig. for the service quality variable has a value of 0.000, because the service quality < (X1) = 0.05, it can be stated to be significant. And the value of t arithmetic (7,386) > t table (1,660) is stated to be influential.

So it can be concluded that H0 is rejected, H1 is accepted, which means service quality has a positive and significant effect on selecting decisions.

2. Group Reference (X2) influences Selecting Decision (Y)

H0: Group reference has no effect on school select decisions

H1: Group reference influences school select decisions

In Table 2 column Sig. for the group reference variable has a value of 0.013, because the price value (X2) < 0.05, it is stated to be significant. And the value of t arithmetic (2.512)> t table (1.660), it is stated to be influential. So H0 is rejected H1, accepted, which means that the group reference has a positive and significant effect on selecting decisions.

3. Facilities (X3) influences Selecting Decisions (Y)

H0: Facilities has no effect on school select decisions

H1: Facilities influences school select decisions

In Table 2 column Sig. for facilities variables have a value of 0.047, because the value of facilities (X3) <0.05 is said to be significant. And the value of t arithmetic (2,003)> t table (1,660), it is said to be influential. So H0 is rejected, H1 is accepted, which means that facilities has a positive and significant effect on selecting decisions.

b) F test

F test is performed to determine the effect of the independent variables on the dependent variable simultaneously. The following is Table 4 the F-Test Results

TABLE 4. F TEST RESULT

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	542.044	3	180.681	151.482	.000^b
	Residual	144.324	121	1.193		
	Total	686.368	124			

Based on Table 4 F Test Results obtained Sig = 0,000 so that this study considered all the dependent variables simultaneously (together) affect the dependent variable and significant. And it can be seen that F arithmetic (151,482) > F table (3.071) then it means that the effect of H0 is rejected and H1 is accepted. It means that service quality, group reference and facilities together (simultaneously) affect the select decision. Then it can be said that H4 can be accepted.

5) Correlation Analysis Between Dimensions

Correlation test between dimensions is intended to test the strongest relationship on the dimensions of service quality, group reference and facilities variables on selecting decisions. The closeness of this relationship is expressed in the form of correlation coefficient.

1) Dimension Relationship Between Service Quality Variables (X1) and Voting Decisions (Y)

The dimension that has the highest correlation number in the variable Service quality towards the Selecting Decision is (X1.9) "High achieving students get a scholarship" to (Y2) "I am interested in enrolling children in SMK Mitra Bintaro" of 0.716 which refers to Table 5 below then the number this shows a strong correlation, which shows that there are many who are interested in studying at Mitra Bintaro Vocational School because if there are students who excelent, scholarships will be given to these students, the scholarships will be

in the form of winning LKS competitions, students achieving in schools, having an average grade the highest, in its class, students were chosen to represent the school in the raising of the flag, (paskibra) at the city level to the national level, students won an art competition at the village, sub-district and national level. Scholarships such as for example free school fees, and other prizes that support student achievement. Whereas for the lowest correlation number in the Service Quality variable on the Selecting Decision the dimension (X1.2) "SMK Mitra Bintaro has a good laboratory" against (Y1) "I have enough motivation (desire) to enroll children in SMK Mitra Bintaro" of 0.393 which refers to Table 5 then the figure shows a low correlation, here there is a low correlation caused by laboratories in Mitra Bintaro Vocational School there are some things that are damaged and have not been repaired so that it does not support the completeness of its facilities, apparently this is quite related to prospective students who want to enroll in the Mitra Bintaro Vocational School.

TABLE 5. CORRELATION MATRIX BETWEEN DIMENSION RESULTS

Correlations

	Y1	Y2	Y3	Y4
X1.1	.407**	.693**	.635**	.639**
X1.2	.393**	.559**	.579**	.627**
X1.3	.594**	.656**	.627**	.620**
X1.4	.590**	.651**	.535**	.639**
X1.5	.442**	.700**	.700**	.599**
X1.6	.460**	.732**	.568**	.651**
X1.7	.479**	.749**	.608**	.675**
X1.8	.421**	.595**	.584**	.574**
X1.9	.556**	.716**	.695**	.612**
X1.10	.559**	.715**	.601**	.632**
X2.1	.537**	.580**	.528**	.487**
X2.2	.372**	.664**	.638**	.547**
X2.3	.502**	.600**	.474**	.470**
X2.4	.466**	.566**	.496**	.577**
X2.5	.375**	.507**	.445**	.486**
X2.6	.473**	.578**	.579**	.590**
X3.1	.403**	.573**	.499**	.506**
X3.2	.344**	.553**	.426**	.473**
X3.3	.625**	.690**	.579**	.655**

**. Correlation is significant at the 0.01 level (2-tailed).

2)   Dimension Relationship Between Group Reference Variables (X2) and Selecting Decisions (Y)

The dimension that has the highest correlation number in the Group Reference variable to the Choosing Decision is the dimension (X2.3) "I chose SMK Mitra Bintaro based on the advice of other parents" to (Y2) "I am interested in enrolling children in SMK Mitra Bintaro" by 0,600 which refers to the correlation coefficient table then the figure shows a strong correlation of other parents of the reference group relates well to other prospective students as well, by giving a positive effect and and a good impression of the school will affect the interest of prospective students who want to enroll in Mitra Bintaro Bintaro Vocational School on the grounds that there are still relationships of relatives, cousins and close neighbors. As for the lowest correlation number in the Reference Group variable on the Decision to Choose, that is (X2.2) "I know the achievements of SMK Mitra Bintaro from students" against (Y1) "I have enough motivation (desire) to enroll children in SMK Mitra Bintaro" of 0.372 which refers to the correlation coefficient table, the number shows a low correlation of students not too telling good impression on Mitra Mitra Bintaro, because according to SMK Mitra Bintaro students are too disciplined so students feel uncomfortable, such as punishment for students being late, wearing

uniforms not according to regulations, do not do assignments, do not do school programs such as duha prayer, tadajib, eskul and others, therefore the relationship to prospective students is low, and this will have an impact on the desires of prospective students will be reduced

3) Dimension Relationship Between Facilities Variables (X3) and Selecting Decisions (Y)

The dimension which has the highest correlation number in the Facilities variable against the Selecting Decision is dimension (X3.3) "Supporting facilities for complete Mitra Bintaro Vocational School activities" to (Y2) "I am interested in enrolling children in SMK Mitra Bintaro" of 0.690 which refers to the Table the correlation coefficient then the figure shows a strong correlation, with complete supporting facilities, the Mitra Bintaro Vocational School will get attention for prospective students who want to enroll in the Mitra Bintaro Vocational School, thus this is positively related if the facilities are complete and the location of the school is very strategic because the existence of public transportation and school parking facilities is very broad, then the desire for prospective students will improve, and this must be maintained Whereas for the lowest correlation number in the variable Facilities against Decision to Choose namely (X3.2) "Classroom Mitra Bintaro Vocational School comfortable "towards (Y1)" I have enough motivation (desire) to enroll children in SMK Mitra Bintaro "amounting to 0.372 which refers to the correlation coefficient table then the figure shows a low correlation, seen a low relationship of the classroom and the desire to register for new students, this must be corrected immediately, perhaps lacking attention to the room because the classroom still uses a fan not yet using AC in each class so this will also affect the desire of prospective students who want to register.

V. CONCLUSION

Based on the results of research on location variables, price and quality of service to the decisions made, several conclusions are obtained, namely:
1) There is a positive relationship and significant influence of Service Quality variables on a School selecting decision in SMK Mitra Bintaro.
2) There is a positive relationship and the significant influence of Group Reference variables on a school selecting decision in SMK Mitra Bintaro.
3) There is a positive relationship and a significant influence of the facilities variable on a school selecting decision in SMK Mitra Bintaro.
4) This research proves that the quality of service, group reference and facilities simultaneously or jointly influences, the selecting decision "SMK Mitra Bintaro"

Based on the results of research and conclusions as mentioned earlier, the suggestions that the author can convey to the company in increasing the number of house buyers are as follows:
1) For further researchers
   Future studies can examine other variables that are thought to influence the decision to choose a school or those engaged in similar fields. These variables can be examined in previous studies affect the decision to choose.
2) For Companies
1) The quality of service must be improved to improve the decision to choose for prospective students, based on the relationship between proven service quality due to good service quality in the form of a fully equipped, personal laboratory, competent and deft teaching staff, as well as the attention of wholehearted teachers in educating, with good service created output student - exemplary students with a graduation rate of 100% this will increase the decision to choose a high school for prospective students for the future.
2) Based on the level of relationship between the reference group and the decision to choose, it can be suggested to the company to maintain the reference group such as having a positive influence by frequently holding events at school, in the form of pengajian for student guardians, meetings held by the school to establish a friendly relationship between the school with the parents of students with this approach is expected to always provide positive value

for the school, in order to increase trust between the school and other parties, for students, guardians of students, and the surrounding community.

3) It is recommended that schools in order to improve facilities, schools give priority attention to the facilities contained in, SMK Mitra Bintaro for example such as, all classrooms equipped with air conditioning (AC) learning systems have used LCD projectors to support learning and teaching activities , as well as the school walls that must be updated immediately by repainting with bright colors in order to add a positive aesthetic for the school. which good facilities will influence the decision to choose for prospective new students later.

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